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ABSTRACT

Demographic and marketing data was collected to justify the development of a television series for preschool children. The terms "demographic" and "marketing" have been constricted in meaning for pertinence to educational program development. Demographic points were made pertaining to population, family income, percent of families below poverty level, women with own preschool children, families with preschool children and the population of 3-, 4-, 5-year-old children in Appalachia. The points were based principally on county data from the 1970 census conducted by the United States Bureau of the Census. Selected marketing data are presented pertaining to television households, television station distribution in Appalachia, and broadcast coverage of the region. The data are principally based on the "Television Fact." Appendices together with a numerous list of tables and figures are included. (WCM)

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Demographic and Marketing Data for the Marketable Preschool Education Program

TECHNICAL REPORT NO. 26

Appalachia Educational Laboratory, Inc.
Charleston, West Virginia

IR 000 839

Demographic and Marketing Data for the Marketable Preschool Education Program

Ermel Stepp, Jr., Ed. D.

Technical Report No. 26
Research and Evaluation Division
Appalachia Educational Laboratory, Inc.
Charleston, West Virginia

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Introduction

Demographic and marketing data to justify the development of a television series for preschool children are presented in this paper. The terms "demographic" and "marketing" have been necessarily constricted in meaning for pertinence to educational program development.

Selected Demographic Data

A number of demographic points are made in the subsequent remarks pertaining to population, family income, percent of families below poverty level, women with own preschool children, families with preschool children and the population of 3-, 4-, and 5-year-old children in Appalachia. The points are based principally on county data from the 1970 census conducted by the United States Bureau of the Census (Appendix A).

- The population of the Appalachian sections of seven states ranges from 429,397 in Virginia to 5,930,271 in Pennsylvania (Table 1).
- The population of the Appalachian Region, as defined by the Appalachia Educational Laboratory, Inc., is 13,837,128 (Table 1); or, 6.8 percent of the population of the United States, namely, 203,211,926.
- The mean median family incomes of the counties in the Appalachian sections of seven states range from $4700 per year in Kentucky to $8220 in Pennsylvania (Table 2).
- The mean median family incomes of counties in the Appalachian Region is $7371 per year (Table 2).
- The range in percent of families with income below the poverty level for country is from 6.3% in Cameron County, Pennsylvania, to 59% in Wolfe County, Kentucky (Table 2).

Table 1

Population of Appalachian Region and Included Sections of Constituent States*

Section	Population
Alabama	2,086,572
Kentucky	813,251
Ohio	1,099,350
Pennsylvania	5,930,271
Tennessee	1,734,051
Virginia	429,397
West Virginia	1,744,236
Appalachian Region	13,837,128

*Data aggregated from county figures. U. S. Bureau of the Census. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

Table 2

Family Income and Poverty in the Appalachian Region and Included Sections of States*

Section / Income and Poverty	Average County Median Income	Below Poverty Level	
		Percent Range	Mean Percent
Alabama	6,500	11.6-29.8	21.1
Kentucky	4,700	14.1-59.0	37.1
Ohio	7,713	7.0-27.4	15.2
Pennsylvania	8,220	6.3-16.7	10.1
Tennessee	5,932	13.2-42.4	25.5
Virginia	6,332	11.2-39.5	21.4
West Virginia	6,774	8.6-39.6	18.0
Appalachian Region	6,873	6.3-59.0	21.3

*Derived from county data. U. S. Census Bureau. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

- The mean percent of families with income below the poverty level for counties in the Appalachian section of seven states has a range from 10.1% in Pennsylvania to 37.1% in Kentucky (Table 2).
- The mean percent of families with income below poverty level by counties in Appalachia is 23.9; this is more than the 10.7% for the nation.
- Women with own children five and under range in number from 29,247 in Virginia to 365,318 in Pennsylvania (Table 3).
- The number of women with own children five and under in the Appalachian Region is 900,448 (Table 3).
- The number of women with preschool children, with husband present, ranges from 26,710 in Virginia to 337,202 in Pennsylvania (Table 3).
- The number of women with preschool children, and with husband present, in the Appalachian Region is 816,431 (Table 3), or 90.6 percent of such women.
- The number of women with preschool children, with husband absent, ranges from 2,537 in Virginia to 28,116 in Pennsylvania (Table 3).
- The number of women with preschool children, with husband absent, in the Appalachian Region is 78,917 (Table 3), or 8.8 percent of such women, compared with 11.5 percent for the nation.
- The number of women with preschool children, also in the labor force, ranges from 1,705 in Kentucky to 80,799 in Pennsylvania (Table 3).
- The number of women with preschool chilren, also in the labor force, in Appalachia is 157,974 (Table 3), or 17.5 percent of such women, compared with 30.8 percent for the nation.

Table 3

Women With Preschoolers, Husband Present, Husband Not Present and in Labor Force in the Appalachian Region and Included Regions of Constituent States*

Section	Women With Own Preschoolers	Husband Present	Husband Not Present	Women In Labor Force
Alabama	143,536	126,005	17,531	50,107
Kentucky	55,379	49,300	6,079	1,705
Ohio	77,272	70,724	6,448	18,191
Pennsylvania	365,318	337,202	28,116	80,799
Tennessee	118,497	106,589	6,908	41,319
Virginia	29,247	26,710	2,537	7,871
West Virginia	111,199	99,901	11,298	21,982
Appalachian Region	900,448	816,431	78,917	157,974

*Derived from county data. U. S. Bureau of the Census. General Social and Economic Characteristics. Washington, D. C.: U. S. Government Printing Office, 1972, passim.

- The number of families with preschool children ranges from 30,400 in Virginia to 358,795 in Pennsylvania (Table 4).
- The number of families with preschool children in Appalachia is 878,802 (Table 4); and these families constitute 6.4 percent of the 13,727,304 preschool families in the nation.
- There are 648,226 three-year-olds, 652,807 four-year-olds, and 676,261 five-year-olds, or a combined total of 1,977,294 preschool children in Appalachia (Table 5).
- There are 2.06 children per preschool family in Appalachia.

Selected Marketability Data

Selected marketing data are presented subsequently pertaining to television households, television station distribution in Appalachia, and broadcast coverage of the region. The data are principally based on the Television Factbook.

- The range of households in the Appalachian sections of the seven states is from 134,600 households in Virginia to 1,710,300 households in Pennsylvania (Table 6).
- There are 3,980,700 households in Appalachia (Table 6).
- The range of television households is from 121,300 television households in Virginia to 1,639,000 television households in Pennsylvania (Table 6).
- The percent television households of all households ranges from 81.5 percent in Kentucky to 95.8 percent in Pennsylvania (Table 6). Of the 592,845 occupied housing units in West Virginia, 413,568 have one television and 103,787 have two sets; or 94.5 percent of the housing units have television. The census figure of 94.5 percent television housing units compares with 93.3 percent television

Table 4

Number of Families With Preschool Children in the Appalachian Region, Constituent States and Their Appalachian Sections

State	Number of Families	Appalachian Region
Alabama	224,337	135,488
Kentucky	214,879	53,496
Ohio	720,041	79,718
Pennsylvania	720,217	358,795
Tennessee	253,718	113,135
Virginia	307,232	30,400
West Virginia	107,770	107,770
Appalachian Region	2,548,194	878,802

*Derived from county data. U. S. Census Bureau. General Social and Economic Characteristics (for each state). Washington, D. C.: U. S. Bureau of the Census, 1972, passim.

Table 5

Actual Preschool Population (1971-1972) for the Appalachian Region and Constituent States*

Area	Three-Year-Olds	Four-Year-Olds	Five-Year-Olds	Totals
Alabama	59,444	57,217	59,507	176,168
Kentucky	55,297	55,092	56,455	166,844
Ohio	185,580	185,204	190,444	561,228
Pennsylvania	186,000	188,706	195,869	570,575
Tennessee	64,463	67,883	73,171	205,517
Virginia	70,000	70,000	70,000	210,000
West Virginia	27,442	28,705	30,815	86,962
Appalachian States	648,226	652,807	676,261	1,977,294

*Figures were provided by State Departments of Education in Appalachia.

Table 6

Appalachian Households, Television Households, and Percent Television Households*

Section	Households	Television Households	Percent Television Households
Alabama	591,900	538,400	90.9
Kentucky	220,000	179,300	81.5
Ohio	327,500	309,200	94.4
Pennsylvania	1,710,300	1,639,000	95.8
Tennessee	492,200	450,300	91.4
Virginia	134,600	121,300	90.1
West Virginia	504,200	470,500	93.3
Appalachian Region	3,980,700	3,708,000	93.1

*Derived from county data in Television Factbook, passim.

households derived from county data for Appalachia in the Television Factbook. (No documents on the 1970 census were available for further analysis except that one for West Virginia.) Total households and television households are given by state sections and counties in Appendix C.

- Appalachia has 93.1 percent television households.
- Sixty-six television stations may be designated Appalachia. stations; twenty of these are educational television stations and 46 are commercial stations. The commercial stations were included on the basis of meeting a criterion that one-half of the Grade B contour area be included in the Appalachian Region (Figure 1). The Grade B contour boundary for a broadcast area includes all points of reception with "the quality of picture to be satisfactory to the median observer at least 90% of the time for at least 50% of the receiving locations within the contour, in the absence of interferring co-channel and adjacent-channel signals" (Television Factbook, 1972, p. 4-b). A contour map for the Appalachian Region is given in Figure 1. Appendix B gives, by state sections, additional station data tables including network, call-letters, channel, location,, television households, and percent television households of total households; also Appendix B gives contour maps, by state sections, of the television broadcasting areas.
- Each county in Appalachia is covered by at least one broadcast field; in other words, there is blanket coverage of the Appalachian Region (excepting minor "dead" spots in sparsely settled places).

Table 7

Appalachian TV Station Distribution in Appalachian Region and Constituent State Sections*

Section	Station Type ETV	ABC	CBS	NBC	Sub-Total	Total
Alabama	4	2	4	3	9	13
Kentucky	5	0	0	1	1	6
Ohio	1	0	2	2	4	5
Pennsylvania	4	3	5	4	12	16
Tennessee	2	3	2	2	7	9
Virginia	1	1	1	2	4	5
West Virginia	3	2	2	5	9	12
Appalachian Region	20	11	16	19	46	66

*Television Factbook. Washington, D.C.: Television Digest, Inc., 1972, passim. Only stations with one-half of the broadcast area defined by Grade B contour boundary, within the Appalachian Region, were included.

Figure 1

Appalachian Television Contour Map:
Grade B Contours

Appendix A

Selected Census Data for Appalachian Counties of Seven States

Table 8

Selected Census Data for Alabama Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Bibb	$ 5,559	29.8%	313	802	928	847	13,812
Blount	6,170	22.2%	580	1,799	1,936	1,903	26,853
Calhoun	7,401	16.6%	2,557	6,532	7,417	7,046	103,092
Chambers	7,106	19.9%	1,368	1,899	2,386	2,050	36,356
Cherokee	6,137	21.1%	467	921	1,037	969	15,606
Chilton	5,691	24.8%	481	1,588	1,705	1,606	25,180
Clay	5,756	28.8%	354	809	887	849	12,636
Cleburne	6,448	22.3%	316	763	801	797	10,996
Colbert	7,735	18.7%	997	3,199	3,573	3,421	49,632
Coosa	6,238	23.6%	321	659	728	690	10,662
Cullman	6,207	21.3%	1,201	3,396	3,664	3,608	52,445
DeKalb	5,316	29.4%	971	2,616	2,855	2,648	41,981
Elmore	6,891	21.9%	867	1,943	2,261	2,083	33,535
Etowah	7,645	17.4%	1,863	5,373	6,309	6,022	94,144
Fayette	5,501	24.6%	439	918	1,020	927	16,252
Franklin	6,049	23.5%	609	1,532	1,679	1,646	23,933
Jackson	6,372	22.1%	1,184	2,722	2,946	2,762	39,202
Jefferson	8,562	14.5%	13,966	35,315	41,732	38,704	644,991
Madison	10,439	11.6%	4,847	13,574	14,935	14,679	186,538
Marion	5,964	22.5%	798	1,524	1,634	1,614	23,788
Lauderdale	7,608	18.8%	1,340	4,292	4,728	4,655	68,171
Lawrence	6,083	27.3%	641	1,883	2,095	1,995	27,281
Lee	7,593	17.9%	1,950	3,840	4,424	4,072	61,268
Limestone	6,820	21.7%	990	2,942	3,277	3,019	41,694
Marshall	6,596	20.8%	1,262	3,359	3,668	3,555	54,211
Randolph	5,800	27.4%	609	1,088	1,194	1,186	18,331
Shelby	7,155	18.7%	882	2,393	2,640	2,509	38,037
St. Clair	6,461	21.8%	484	1,915	2,057	1,916	27,956
Talladega	7,071	20.8%	1,850	3,985	4,722	4,201	65,280
Tallapoosa	6,591	20.3%	1,267	1,957	2,332	2,164	33,840
Tuscaloosa	7,435	19.9%	2,757	5,689	6,718	6,353	116,029
Walker	6,317	23.6%	1,162	3,610	4,002	3,713	56,246
Winston	6,268	22.7%	414	1,168	1,246	1,279	16,654
Alabama Section	6,697	21.8%	50,107	126,005	143,536	135,488	2,086,632

Table 9

Selected Census Data for Kentucky Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Adair	$4,493	34.5%	279	695	830	943	13,037
Bath	4,892	31.1%	116	503	575	584	9,235
Bell	4,445	39.2%	446	1,753	2,070	1,960	31,087
Boyd	8,774	12.0%	592	3,023	3,299	3,131	52,376
Breathitt	3,176	54.9%	173	784	968	941	14,221
Carter	5,452	28.7%	241	1,441	1,586	1,406	19,850
Casey	4,886	31.1%	256	696	812	783	12,930
Clark	8,125	14.1%	620	1,560	1,819	1,740	24,090
Clay	3,099	57.3%	144	1,243	1,399	1,325	18,481
Clinton	3,784	40.0%	152	443	483	470	8,174
Cumberland	4,000	39.7%	177	365	431	369	6,850
Elliot	3,787	43.4%	67	353	385	343	5,933
Estill	5,313	33.4%	195	870	976	909	12,752
Fleming	5,334	26.3%	256	780	813	866	11,366
Floyd	4,878	34.9%	565	2,149	2,429	2,297	35,889
Garrard	6,397	19.4%	249	559	529	572	9,457
Green	6,102	22.1%	244	609	645	660	10,350
Greenup	7,593	15.7%	367	2,292	2,492	2,414	33,192
Harlan	4,682	36.2%	396	2,042	2,454	2,259	37,370
Jackson	3,288	49.9%	123	620	673	703	10,005
Johnson	4,287	38.3%	199	944	1,069	977	17,539
Knott	3,279	56.4%	113	920	998	1,017	14,698
Knox	3,526	48.4%	198	1,528	1,752	1,646	23,689
Laurel	4,802	34.4%	537	1,723	1,932	1,829	27,386
Lawrence	4,185	40.0%	90	475	550	603	10,726
Lee	3,390	48.4%	90	394	466	412	6,587
Leslie	3,517	55.3%	97	713	828	774	11,623
Letcher	4,407	40.0%	144	1,261	1,447	1,414	23,165
Lewis	5,726	28.0%	317	857	974	939	12,355
Lincoln	5,330	29.6%	324	940	1,067	1,073	16,663
McCreary	3,242	52.2%	164	683	786	769	12,548
Menifee	5,065	32.0%	97	261	316	280	4,050
Monroe	4,042	40.3%	295	717	789	720	11,642
Montgomery	6,904	19.1%	448	983	1,176	1,169	15,364
Morgan	3,658	43.3%	185	585	650	649	10,019
Owsley	2,407	61.6%	46	297	364	316	5,023

Table 9 (Continued)

Selected Census Data for Kentucky Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Perry	4,607	39.1%	382	1,724	1,972	1,815	25,714
Pike	5,429	31.8%	633	3,874	4,273	4,321	61,059
Powell	5,666	28.1%	132	593	636	583	7,704
Pulaski	5,185	29.2%	574	2,163	2,338	2,295	35,234
Rockcastle	4,627	35.9%	248	862	949	949	12,184
Rowan	5,637	26.1%	251	845	905	921	17,010
Russell	4,497	35.7%	195	636	707	702	10,542
Wayne	3,292	50.1%	213	942	997	949	14,268
Whitley	4,335	39.7%	332	1,255	1,427	1,357	24,145
Wolfe	2,694	59.0%	84	315	343	342	5,669
Kentucky Section	4,700	37.1%	12,246	49,300	55,379	53,496	813,251

Table 10

Selected Census Data for Ohio Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Adams	$5,563	27.4%	276	1,092	1,215	1,161	18,957
Athens	7,628	13.1%	744	2,926	3,103	2,969	24,889
Belmont	8,455	9.9%	931	4,685	5,100	4,965	80,917
Brown	7,674	14.8%	467	1,812	1,945	1,967	26,635
Carroll	8,635	11.3%	423	1,466	1,546	1,510	21,579
Clermont	10,204	7.0%	2,203	7,093	7,545	7,213	95,725
Coshocton	8,343	11.0%	534	1,999	2,145	7,072	33,486
Gallia	6,915	19.1%	361	1,453	1,616	1,546	25,239
Guernsey	7,990	12.2%	919	2,266	2,488	2,471	37,665
Harrison	8,127	14.8%	170	999	1,135	1,081	17,013
Highland	7,194	15.3%	561	1,780	1,974	1,924	28,996
Hocking	7,742	14.2%	377	1,333	1,455	1,357	20,322
Holmes	7,584	16.8%	341	1,869	1,964	1,890	23,024
Jackson	6,635	20.5%	431	1,557	1,711	1,602	27,174
Jefferson	9,347	8.1%	918	5,421	5,962	5,653	96,193
Lawrence	7,712	16.3%	830	3,968	4,355	4,148	56,868
Meigs	6,485	22.1%	214	1,194	1,321	1,273	19,799
Monroe	7,630	17.5%	152	1,126	1,201	1,182	15,739
Morgan	7,171	16.4%	181	802	865	889	12,375
Muskingum	8,313	10.9%	1,840	5,015	5,683	5,486	77,826
Noble	7,120	19.9%	148	615	669	634	10,428
Perry	7,318	14.9%	476	1,845	1,978	1,860	27,434
Pike	6,559	24.2%	309	1,220	1,348	1,327	19,114
Ross	8,617	13.0%	1,175	3,874	4,242	4,181	61,211
Scioto	7,546	16.2%	996	4,247	4,837	4,613	76,951
Tuscarawas	8,544	8.5%	1,197	4,637	5,128	4,988	77,211
Vinton	6,334	19.9%	124	631	666	622	9,420
Washington	8,568	11.0%	830	3,799	4,075	4,134	57,160
Ohio Section	7,713	15.2%	18,191	70,724	77,272	79,718	1,099,350

Table 11

Selected Census Data for Pennsylvania Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Allegheny	$10,090	7.1%	16,160	84,819	95,053	91,985	1,605,003
Armstrong	7,702	11.0%	847	4,350	4,780	4,702	75,590
Beaver	9,428	7.2%	2,446	12,237	13,463	12,964	208,418
Bedford	7,562	12.4%	766	[illegible]	2,925	2,833	42,353
Blair	8,211	8.4%	2,432	7,714	8,570	8,286	135,356
Bradford	8,461	10.5%	1,291	3,876	4,256	4,173	57,962
Butler	9,032	8.6%	1,664	8,468	8,973	8,780	127,941
Cambria	8,563	9.0%	1,901	9,789	10,744	10,401	186,785
Cameron	9,850	6.3%	186	454	508	500	7,096
Carbon	7,949	7.4%	816	2,706	2,919	2,783	50,573
Centre	8,905	9.1%	2,034	6,150	6,518	6,405	99,267
Clarion	7,635	13.8%	497	2,293	2,448	2,410	38,414
Clearfield	7,488	13.8%	1,304	4,564	5,060	4,869	74,619
Clinton	7,961	8.8%	803	2,115	2,330	2,236	37,721
Columbia	7,958	8.0%	1,155	3,230	3,553	3,489	55,114
Crawford	8,658	10.2%	1,478	5,121	5,548	5,557	81,342
Elk	8,472	7.4%	822	2,509	2,650	2,590	37,770
Erie	9,363	6.8%	4,462	16,391	18,107	17,879	263,654
Fayette	7,150	16.7%	1,562	8,662	9,874	9,440	154,667
Forest	8,291	8.2%	55	300	313	314	4,926
Fulton	6,884	15.2%	272	713	802	820	10,776
Greene	7,337	17.8%	419	1,823	2,094	2,003	36,090
Huntingdon	7,295	12.8%	783	2,237	2,519	2,444	39,108
Indiana	7,947	11.7%	810	4,823	5,184	4,923	79,451
Jefferson	7,520	11.7%	635	2,294	2,514	2,483	43,695
Juniata	7,652	11.2%	301	1,070	1,149	1,077	16,711
Lackawanna	8,399	7.8%	3,003	12,104	12,834	12,742	234,107
Lawrence	8,664	9.4%	1,046	5,768	6,379	6,140	107,374
Luzerne	8,244	8.9%	5,178	17,703	19,250	18,113	342,301
Lycoming	8,638	8.1%	2,424	6,998	7,734	7,620	113,296
McKean	8,317	9.0%	1,006	3,109	3,481	3,372	51,915
Mercer	9,287	7.6%	1,607	7,127	7,874	7,798	127,175
Mifflin	8,224	9.3%	874	3,107	3,420	3,366	45,268
Monroe	8,961	7.4%	886	2,631	2,891	2,825	45,422
Montour	8,267	10.3%	331	836	927	930	16,508
Northumberland	7,364	10.3%	1,941	5,653	6,266	6,032	99,190

Table 11 (Continued)

Selected Census Data for Pennsylvania Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Perry	8,346	9.7%	665	1,959	2,071	1,968	28,615
Pike	8,372	7.2%	173	640	669	673	11,818
Potter	7,301	13.3%	373	1,213	1,278	1,256	16,395
Schuylkill	7,596	10.9%	2,337	8,584	9,466	8,741	160,036
Snyder	8,164	9.4%	658	1,734	1,883	1,778	29,269
Somerset	7,634	11.1%	947	4,532	4,838	4,647	76,037
Sullivan	7,077	15.5%	94	367	393	397	5,961
Susquehanna	8,050	12.0%	688	2,272	2,426	2,462	34,344
Tioga	7,725	12.5%	781	2,580	2,820	2,751	39,691
Union	8,601	8.3%	522	1,537	1,678	1,621	28,603
Venango	8,248	10.6%	768	3,631	3,900	3,770	62,353
Warren	9,088	6.9%	1,078	3,033	3,341	3,232	47,682
Washington	8,664	9.6%	2,330	12,125	13,314	12,870	210,876
Wayne	7,630	11.4%	516	1,762	1,864	1,774	29,581
Westmoreland	9,293	6.5%	4,330	23,456	25,065	24,181	376,920
Wyoming	7,955	11.4%	342	1,339	1,402	1,390	19,082
Pennsylvania Section	8,182	10.1%	80,799	337,202	370,318	358,795	5,930,271

Table 12

Selected Census Data for Tennessee Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Anderson	$8,558	15.1%	979	3,754	4,147	3,993	60,300
Bledsoe	4,738	33.1%	108	357	400	394	7,643
Blount	7,898	14.6%	1,293	3,998	4,361	4,262	63,744
Bradley	7,922	14.3%	1,898	3,587	3,962	3,852	50,686
Campbell	4,389	36.2%	368	1,573	1,785	1,663	26,045
Cannon	5,885	26.2%	231	475	534	513	8,467
Carter	6,195	19.7%	873	2,597	2,823	2,692	42,575
Claiborne	4,266	38.7%	305	1,311	1,473	1,392	19,420
Clay	3,701	39.3%	183	383	422	397	6,624
Cocke	5,437	29.3%	597	1,733	1,961	1,805	25,283
Coffee	7,677	16.8%	892	2,196	2,369	2,308	32,572
Cumberland	5,476	29.0%	492	1,318	1,419	1,325	20,733
DeKalb	5,782	21.6%	354	644	706	727	11,151
Fentress	3,937	42.4%	404	831	942	828	12,593
Franklin	6,599	21.7%	692	1,618	1,761	1,657	27,244
Grainger	5,086	30.2%	350	1,090	1,157	1,070	13,948
Greene	6,182	21.1%	1,399	3,106	3,371	3,114	47,630
Grundy	4,183	40.2%	246	697	739	694	10,631
Hamblen	7,219	15.8%	1,078	2,793	3,016	2,996	38,696
Hamilton	8,609	13.3%	6,120	14,150	16,612	15,691	255,064
Hancock	2,683	55.5%	57	383	434	410	6,719
Hawkins	6,300	23.8%	565	2,366	2,509	2,393	33,726
Jackson	3,916	38.0%	205	471	514	518	8,141
Jefferson	6,295	19.4%	636	1,662	1,830	1,700	24,940
Johnson	4,986	30.1%	362	729	847	791	11,569
Knox	8,195	14.0%	5,862	15,513	17,568	17,034	276,293
Loudon	6,900	18.4%	708	1,597	1,691	1,569	24,266
McMinn	6,868	18.1%	1,008	2,362	2,531	2,516	35,462
Macon	4,854	29.1%	505	794	867	769	12,315
Marion	6,118	25.1%	303	1,354	1,473	1,408	20,577
Meigs	5,311	29.7%	142	363	386	390	5,219
Monroe	5,921	26.0%	626	1,421	1,631	1,535	23,475
Morgan	5,363	27.3%	340	849	944	828	13,619
Overton	4,348	35.9%	486	965	1,043	958	14,866
Pickett	4,612	33.9%	123	209	224	189	3,774
Polk	6,678	21.8%	252	787	830	735	11,669

Table 12 (Continued)

Selected Census Data for Tennessee Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Putnam	5,813	23.3%	910	2,085	2,296	2,219	35,487
Rhea	5,705	25.1%	453	1,032	1,215	1,168	17,202
Roane	7,401	18.0%	1,134	2,406	2,647	2,539	38,881
Scott	4,172	42.1%	375	975	1,088	991	14,762
Sequatchie	6,111	24.6%	141	476	525	485	6,331
Sevier	6,377	19.2%	786	2,043	2,219	2,104	28,241
Smith	5,737	20.0%	329	743	775	752	12,509
Sullivan	8,372	13.2%	2,679	8,601	9,324	9,050	127,329
Unicoi	6,487	19.8%	315	897	1,002	926	15,254
Van Buren	6,014	19.7%	135	233	267	218	3,758
Warren	6,464	20.1%	902	1,684	1,845	1,792	26,972
Washington	7,259	16.8%	1,543	4,380	4,893	4,745	73,924
White	5,646	23.1%	575	998	1,119	1,030	16,350
Tennessee Section	5,932	25.5%	41,319	106,589	118,497	113,135	1,724,679

Table 13

Selected Census Data for Virginia Section by Counties

County	County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
			In Labor Force	Husband Present	Total		
Allegheny	$7,545	14.7%	208	969	1,009	959	12,461
Bath	5,424	24.9%	91	309	327	295	5,192
Bland	5,940	20.0%	154	314	351	324	5,423
Botetourt	8,217	11.2%	297	987	1,061	1,071	18,193
Buchanan	6,182	27.2%	341	2,286	2,456	2,507	32,071
Carroll	6,030	20.5%	678	1,333	1,512	1,386	23,092
Craig	6,539	18.0%	40	170	190	172	3,524
Dickenson	5,057	33.9%	107	1,027	1,148	1,056	16,077
Floyd	6,661	20.5%	219	534	562	499	9,775
Giles	6,927	16.3%	364	1,150	1,234	1,176	16,741
Grayson	5,902	19.8%	509	865	931	853	15,439
Highland	5,542	21.9%	39	95	100	98	2,529
Lee	3,901	39.5%	224	1,120	1,215	1,124	20,321
Pulaski	8,284	11.5%	868	1,921	2,169	2,022	29,564
Russell	6,156	25.3%	329	1,477	1,611	1,465	24,533
Scott	5,954	26.9%	284	1,568	1,679	1,633	24,376
Smyth	7,048	14.8%	779	1,836	1,975	1,939	31,349
Tazewell	6,637	21.5%	410	2,458	2,742	2,506	39,816
Washington	6,355	19.6%	884	2,733	2,990	2,752	40,835
Wise	5,875	27.1%	463	2.216	2,494	2,339	35,947
Wythe	6,796	14.8%	583	1,342	1,491	1,335	22,139
Virginia Section	6,332	21.4%	7,871	26,710	29,247	27,511	429,397

Table 14

Selected Census Data for West Virginia

County Median Income	Percent of All Families Below Poverty Level	Women 16 and Over With Own Preschooler			Preschool Families	Population
		In Labor Force	Husband Present	Total		
$6,774	18.0%	50,107	99,901	111,199	107,770	1,744,236

Appendix B

TV Stations in Appalachia and Broadcasting Contour Maps for State Sections

Table 15

TV Stations in Alabama Section

Network	Call Letters	Channel	Location	TV Household	Percent TV Households
			Non-Commercial Educatonal Stations		
	WBIQ	10	Birmingham		
	WFIQ	36	Florence		
	WHIQ	25	Huntsville		
	WCIQ	7	Mount Cheaha State Park		
			Commercial Stations		
CBS	WHMA-TV	40	Anniston	110,300	95
NBC	WAPI-TV	13	Birmingham	668,600	95
CBS	WBMG	42	Birmingham	471,900	95
ABC	WBRC-TV	6	Birmingham	734,200	94
NBC	WOWL-TV	15	Florence	58,400	93
NBC	WAAY-TV	31	Huntsville-Decatur	300,600	94
CBS	WHNT-TV	19	Huntsville	330,400	94
ABC	WMSL-TV	48	Huntsville-Decatur	278,700	94
CBS	WCFT-TV	33	Tuscaloosa	64,400	92

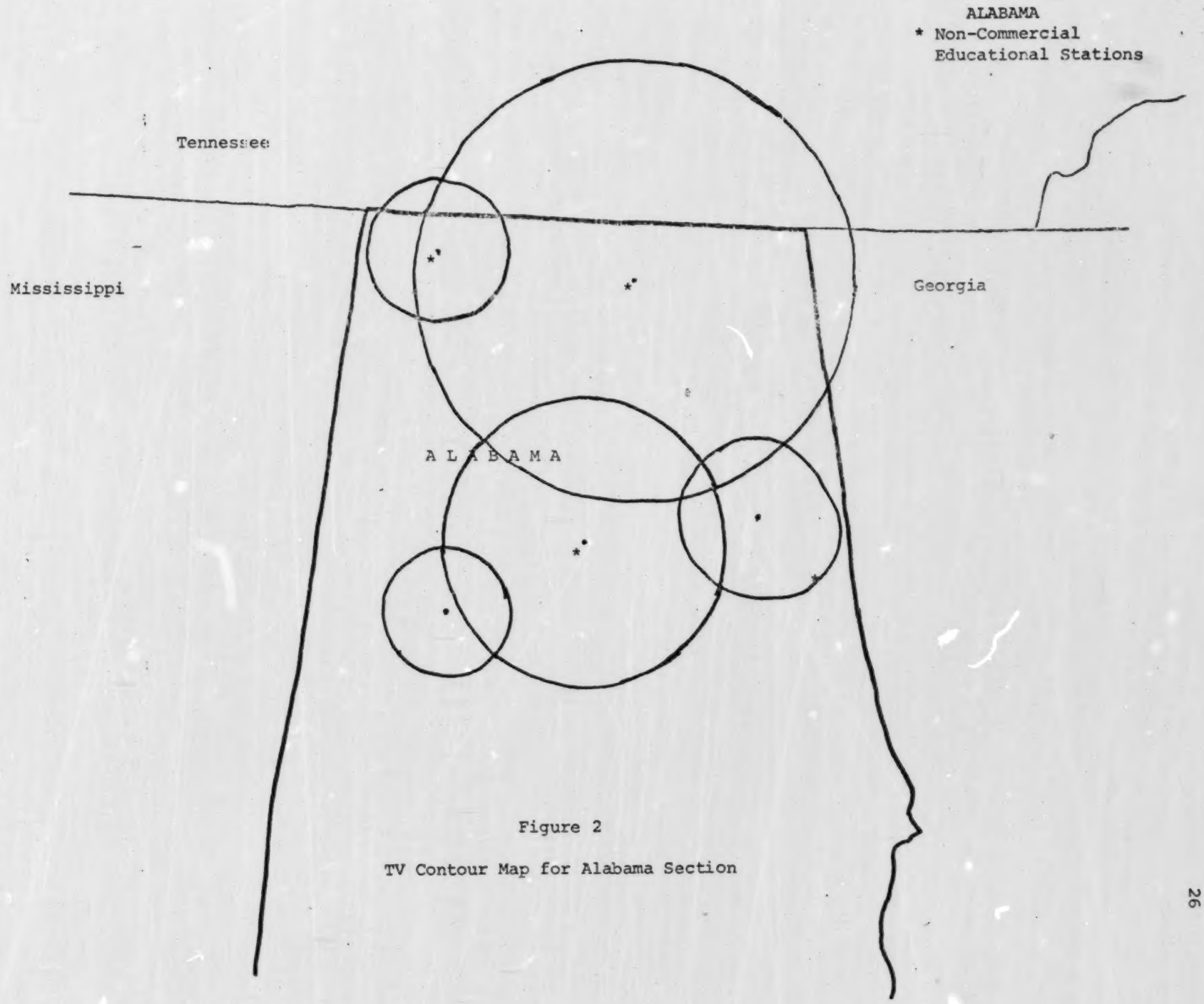

Figure 2

TV Contour Map for Alabama Section

Table 16

TV Stations in Kentucky Section

Network	Call Letters	Channel	Location	TV Household	Percent TV Households
			Non-Commercial Education Station		
	WKAS	25	Ashland		
	WKHA	35	Hazard		
	WKMR	38	Morehead		
	WKPI	22	Pikeville		
	WKSO	29	Somerset		
			Commercial Stations		
NBC	WKYH-TV	57	Hazard	[illegible]0	87

Figure 3

TV Contour Map for Kentucky Section

Table 17

TV Stations in Ohio Section

Network Call Letters	Channel	Location	TV Household	Percent TV Households
		Non-Commercial Educational Stations		
WOUB-TV	20	Athens		
		Commercial		
CBS-ABC WSTV-TV	9	Steubenville - Wheeling	1,597,000	97
NBC WFMJ-TV	21	Youngstown	602,600	97
CBS WKBN-TV	27	Youngstown	611,000	97
NBC WHIZ-TV	18	Zanesville	80,900	95

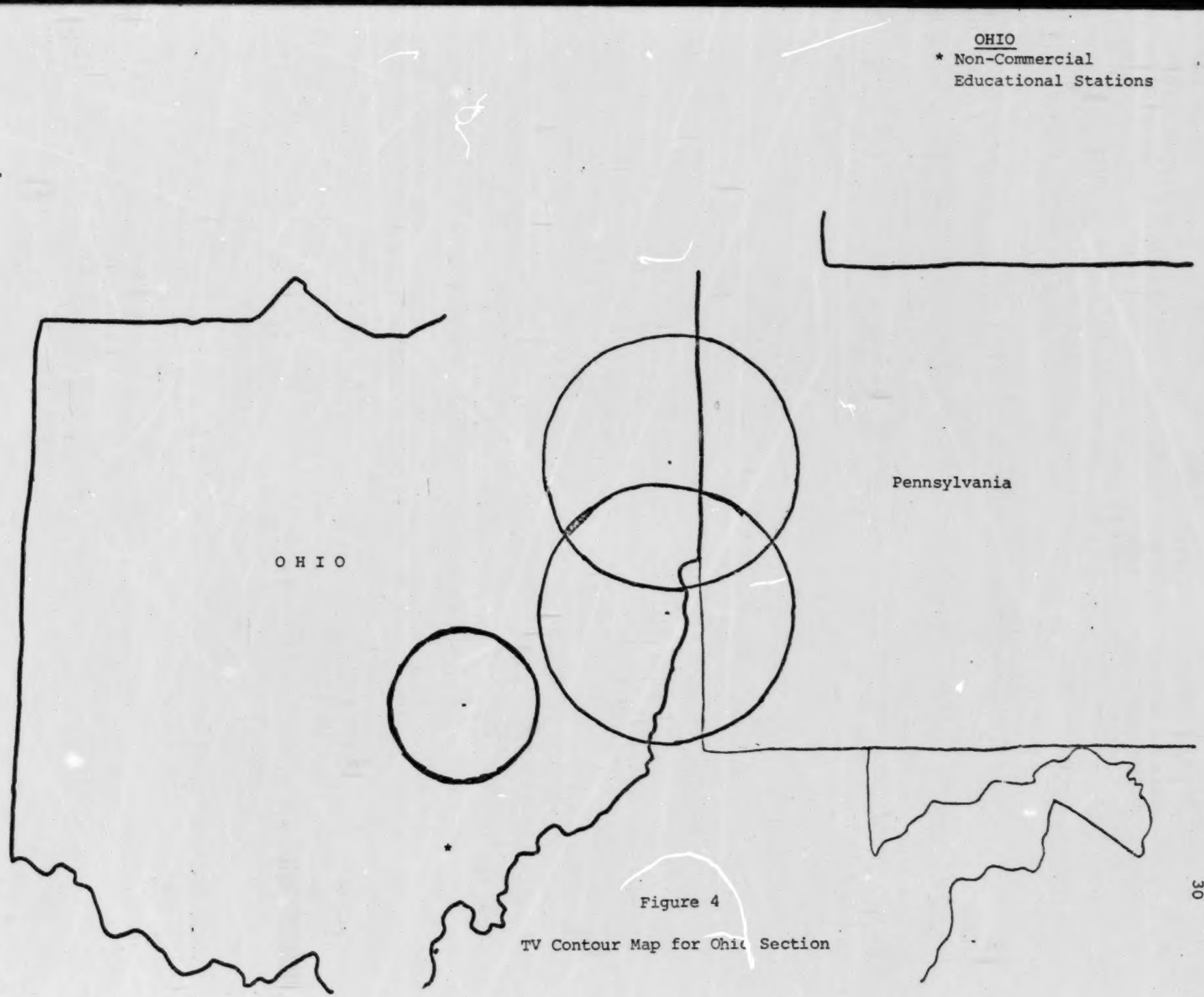

Figure 4

TV Contour Map for Ohio Section

Table 18

TV Stations in Pennsylvania Section

Network Call Letters	Channel	Location	TV Household	Percent TV Households
		Non-Commercial Educational Stations		
WQLN	54	Erie		
WQED	13	Pittsburgh		
WQEX	16	Pittsburgh		
WVIA-TV	44	Scranton - Wilkes-Barre		
		Commercial		
CBS WFBG-TV	10	Altoona	598,600	95
NBC WICU-TV	12	Erie	300,400	96
ABC WJET-TV	24	Erie	233,700	96
CBS WSEE	35	Erie	263,500	96
NBC WJAC-TV	6	Johnstown	1,401,800	96
CBS WARD-TV	19	Johnstown	55,200	97
CBS KDKA-TV	2	Pittsburgh	1,577,000	97
NBC WIIC-TV	11	Pittsburgh	1,502,100	97
ABC WTAE-TV	4	Pittsburgh	1,512,700	97
CBS WDAU-TV	22	Scranton - Wilkes-Barre	491,700	96
ABC WNEP-TV	16	Scranton - Wilkes-Barre	575,800	96
NBC WBRE-TV	28	Scranton - Wilkes-Barre	620,000	96

PENNSYLVANIA
* Non Commercial
Educational Stations

Figure 5

TV Contour Map for Pennsylvania Section

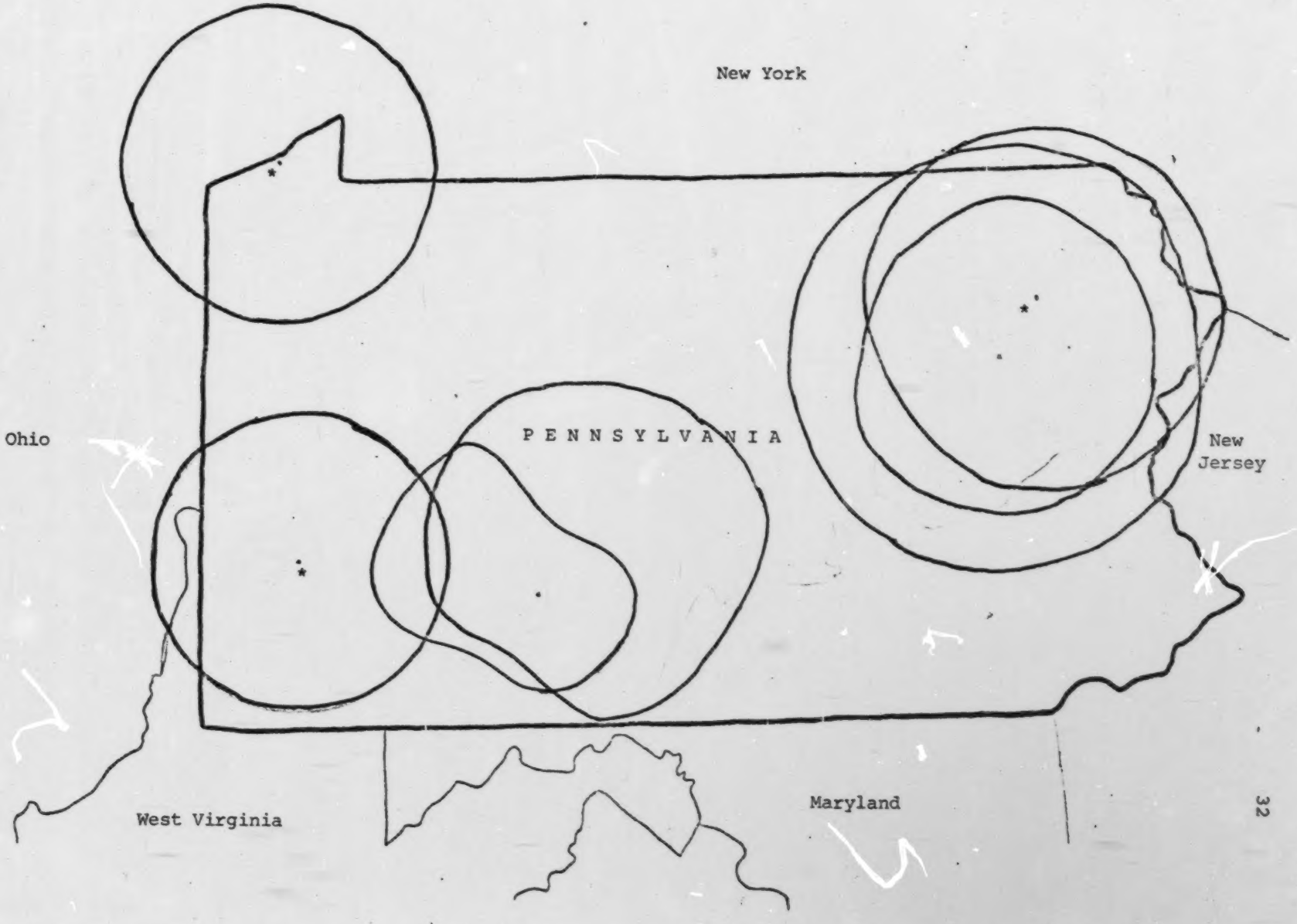

Table 19

TV Stations in Tennessee Section

Network Call Letters	Channel	Location	TV Household	Percent TV Households
		Non-Commercial Educational Stations		
WTCI	45	Chattanooga		
WSJK-TV	2	Sneedville		
		Commercial		
CBS WDEF-TV	12	Chattanooga	377,600	95
NBC WRCB-TV	3	Chattanooga	374,300	95
ABC WTVC	9	Chattanooga	400,700	95
CBS WJHL-TV	11	Johnson City - Bristol	288,400	94
ABC WKPT-TV	19	Kingsport - Johnson City	196,100	95
NBC WATE-TV	6	Knoxville	471,100	94
ABC WTVK	26	Knoxville	292,600	94

Figure 6

TV Contour Map for Tennessee Section

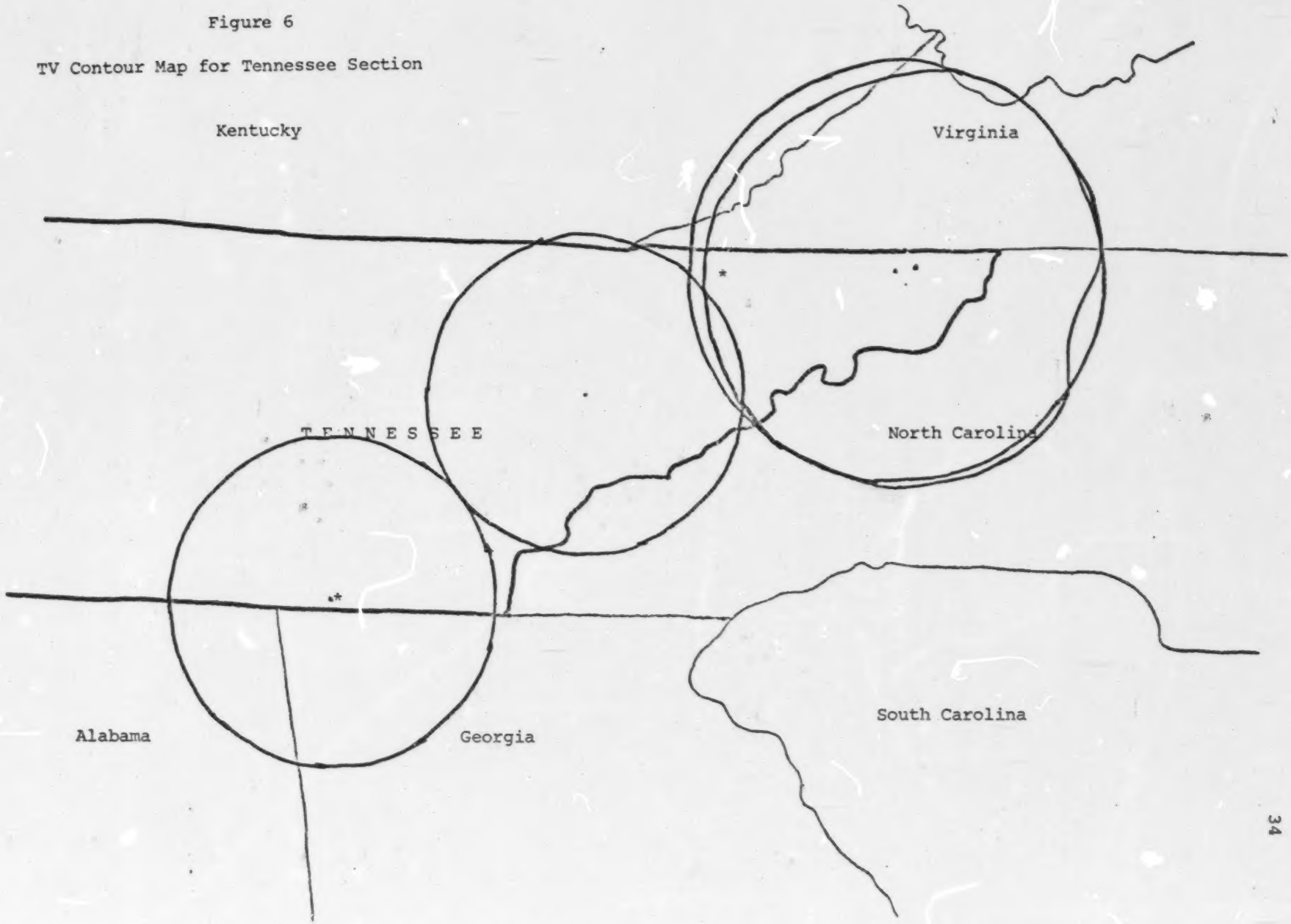

Table 20

TV Stations in Virginia Section

Network Call Letters	Channel	Location	TV Household	Percent TV Households
		Non-Commercial Educational Stations		
WSVN-TV	47	Norton		
		Commercial		
NBC WCYB-TV	5	Bristol - Kingsport	442,800	94
CBS WDBJ-TV	7	Roanoke	550,300	95
ABC WRFT-TV	27	Roanoke	58,100	97
NBC WSLS-TV	10	Roanoke	576,000	95

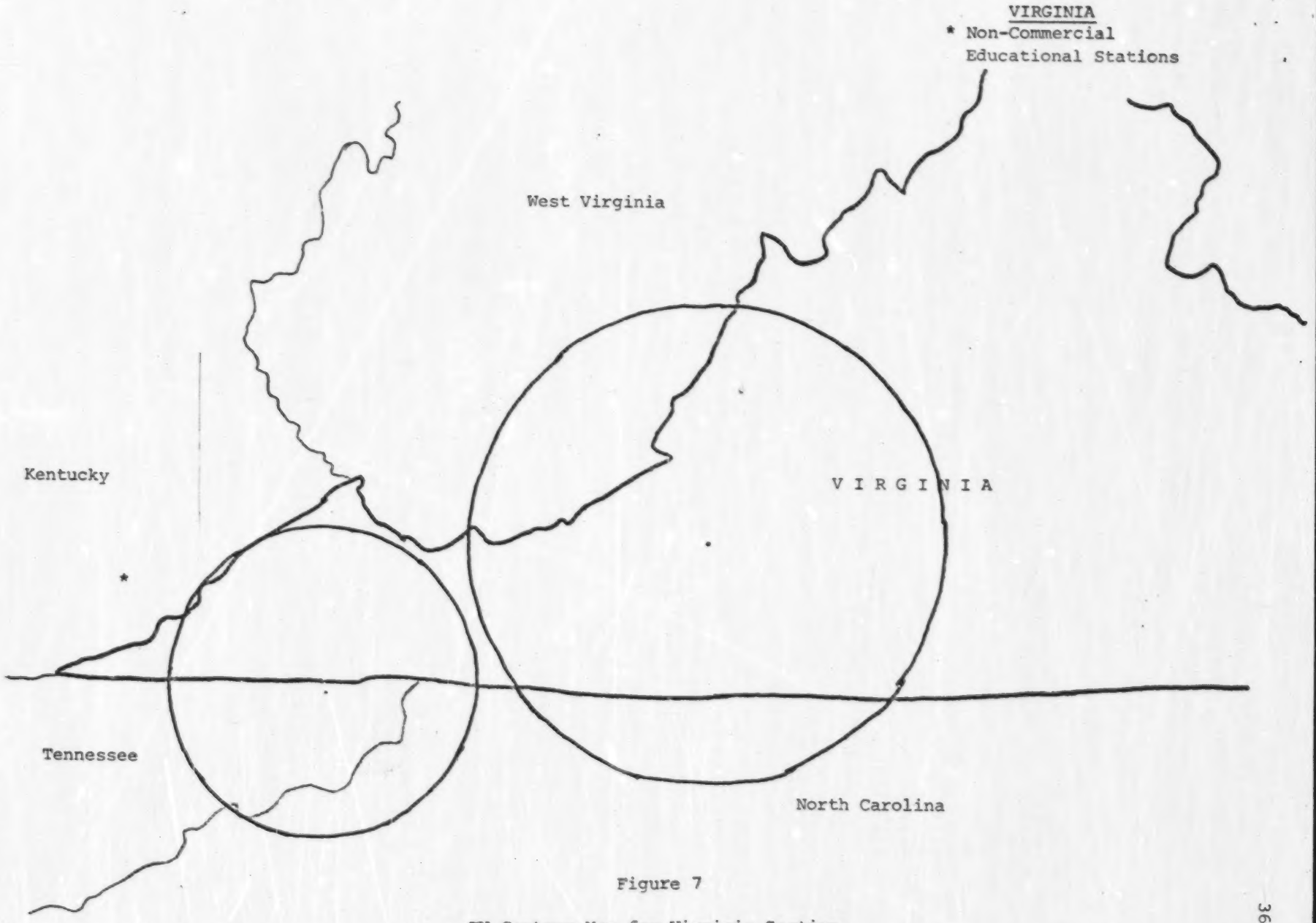

Figure 7

TV Contour Map for Virginia Section

Figure 21

TV Stations in West Virginia

Network Call Letters	Channel	Location	TV Household	Percent TV Households
		Non-Commercial Educational Stations		
WSWP-TV	9	Grandview		
WMUL-TV	33	Huntington		
WWVU	24	Morgantown		
		Commercial		
NBC WHIS-TV	6	Bluefield	239,100	94
CBS WCHS-TV	8	Charleston - Huntington	585,600	95
ABC WHTN-TV	13	Huntington - Charleston	583,900	95
NBC WSAZ-TV	3	Huntington - Charleston	609,700	95
NBC WBOY-TV	12	Clarksburg	173,000	95
ABC WOAY-TV	4	Oak Hill - Beckley	288,500	95
NBC WTAP-TV	15	Parkersburg - Marietta	73,400	95
CBS WDTV	5	Weston - Clarksburg	226,800	95
NBC WTRF-TV	7	Wheeling	1,433,000	97

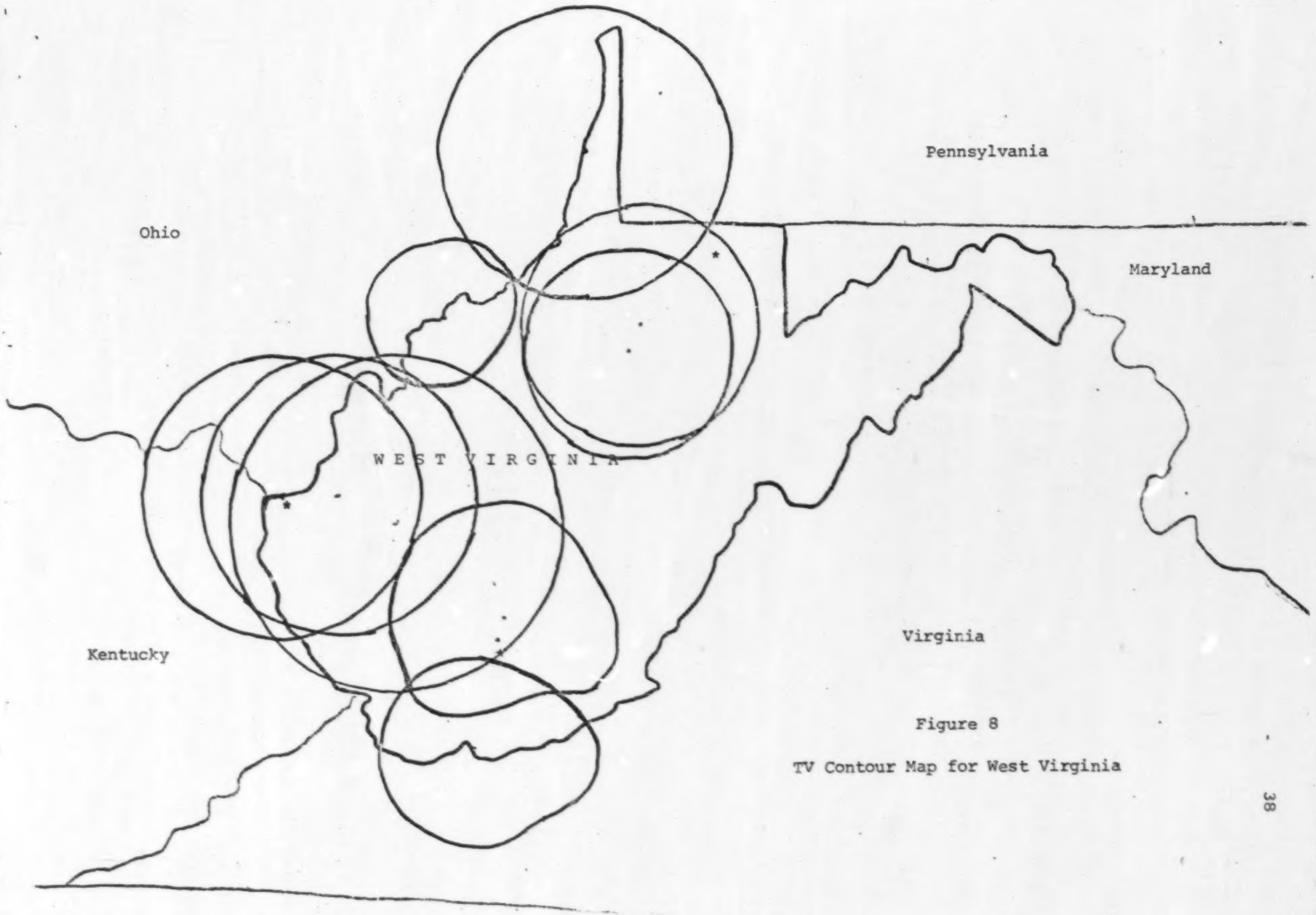

Figure 8

TV Contour Map for West Virginia

Appendix C

Total Households and TV Households in Appalachia
by State Sections and Counties

Table 22

Total Households and TV Households in
Alabama Section by Counties

County	Total Households	TV Households			
Bibb	3,100	2,700			
Blount	6,600	5,900			
Calhoun	29,800	27,500			
Chambers	10,600	9,300			
Cherokee	4,200	3,700			
Childton	7,200	6,200			
Clay	3,100	2,700			
Cleburne	2,800	2,400			
Colbert	14,800	13,000			
Coosa	2,700	2,300			
Cullman	12,400	11,600			
DeKalb	11,600	10,400			
Elmore	8,200	7,200			
Etowah	30,800	28,700			
Fayette	4,000	3,500			
Franklin	5,800	5,000			
Jackson	9,700	8,600			
Jefferson	199,400	187,400			
Madison	54,900	49,400			
Marion	5,600	5,000			
Lauderale	19,400	16,800			
Lawrence	6,000	5,000			
Lee	14,000	12,300			
Limestone	11,200	9,700			
Marshall	15,000	13,500			
Randolph	5,200	4,500			
Shelby	9,300	8,500			
St. Clair	6,800	6,000			
Talladega	18,200	16,200			
Tallapoose	10,200	8,900			
Tuscaloosa	31,600	28,200			
Walker	14,100	13,000			
Winston	3,600	3,300			
Alabama Section	591,900	538,400			

Table 23

Total Households and TV Households in
Kentucky Section by Counties

County	Total Households	TV Households			
Adair	3,800	3,000			
Bath	2,500	2,000			
Bell	7,200	6,200			
Boyd	16,700	16,000			
Breathitt	3,000	2,100			
Carter	5,500	4,800			
Casey	3,400	2,700			
Clark	7,300	6,500			
Clay	4,300	3,300			
Clinton	2,000	1,700			
Cumberland	1,800	1,400			
Elliot	1,400	1,300			
Estill	3,100	2,300			
Fleming	3,400	3,000			
Floyd	8,500				
Garrard	2,800	2,400			
Green	3,600	3,000			
Greenup	9,000	8,400			
Harlan	10,400	8,900			
Jackson	2,400	1,600			
Johnson	4,800	4,200			
Knott	3,500	2,600			
Knox	5,800	4,600			
Laurel	6,900	5,700			
Lawrence	11,500	10,900			
Lee	1,700	1,200			
Leslie	1,700	1,200			
Letcher	6,000	4,800			
Lewis	3,700	3,100			
Lincoln	4,400	3,700			
McCreary	2,400	1,900			
Martin	2,100	1,700			
Menifee	900	700			
Monroe	3,000	2,700			
Montgomery	4,500	3,700			
Morgan	2,500	2,100			
Owsley	1,000	700			
Perry	5,200	4,700			
Pike	15,600	13,500			
Powell	1,800	1,300			
Pulaski	9,300	7,300			
Rockcastle	3,000	2,200			
Rowan	3,500	3,000			
Russell	2,700	2,200			
Wayne	3,700	2,600			
Whitley	6,300	5,400			
Wolfe	1,400	1,000			
Kentucky Section	221,000	179,300			

Table 24

Total Households and TV Households in
Ohio Section by Counties

County	Total Households	TV Households			
Adams	5,700	5,100			
Athens	12,100	11,200			
Belmont	25,300	24,300			
Brown	7,600	7,000			
Carroll	5,900	5,700			
Clermont	26,400	25,500			
Coshocton	9,800	9,100			
Gallia	6,700	6,200			
Guernsey	10,800	10,200			
Harrison	5,300	5,000			
Highland	9,300	8,700			
Hocking	5,800	5,500			
Holmes	5,600	4,800			
Jackson	8,500	8,000			
Jefferson	28,200	27,400			
Lawrence	16,200	15,400			
Meigs	6,000	5,600			
Monroe	4,300	3,900			
Morgan	3,400	3,100			
Muskingum	23,400	22,300			
Noble	3,200	2,800			
Perry	7,600	7,200			
Pike	5,700	5,300			
Ross	17,500	16,600			
Scioto	24,600	23,300			
Tuscarawas	24,300	23,000			
Vinton	2,600	2,400			
Washington	15,700	14,600			
Ohio Section	327,500	309,200			

Table 25

Total Households and TV Households in Pennsylvania by Counties

County	Total Households	TV Households			
Allegheny	484,300	468,500			
Armstrong	22,700	21,700			
Beaver	61,200	59,300			
Bedford	12,300	11,400			
Blair	43,700	41,900			
Bradford	15,800	14,900			
Butler	34,100	33,100			
Cambria	21,600	20,200			
Cameron	2,200	2,200			
Carbon	15,000	14,400			
Centre	21,600	22,100			
Clarion	10,100	9,600			
Clearfield	23,100	22,100			
Clinton	10,900	10,400			
Columbia	15,900	15,100			
Crawford	22,700	21,300			
Elk	10,600	10,100			
Erie	77,200	74,700			
Fayette	46,400	43,800			
Forest	1,100	1,000			
Fulton	3,100	2,800			
Greene	10,100	9,500			
Huntingdon	10,800	10,100			
Indiana	20,700	19,600			
Jefferson	13,500	12,900			
Juniata	4,700	4,200			
Lackawanna	68,600	66,500			
Lawrence	33,200	31,800			
Luzerne	101,400	98,000			
Lycoming	36,000	33,400			
McKean	16,000	15,100			
Mercer	38,200	36,600			
Mifflin	13,800	12,700			
Monroe	13,600	13,000			
Montour	4,100	3,800			
Northumberland	29,900	27,900			
Perry	7,800	7,300			
Pike	3,200	2,900			
Potter	4,700	4,400			
Schuylkill	49,400	46,900			
Snyder	7,200	6,500			
Somerset	20,800	19,700			
Sullivan	1,800	1,700			
Susquehanna	10,000	9,500			
Tioga	11,200	10,300			

Table 25 (Continued)

Total Households and TV Households in Pennsylvania by Counties

County	Total Households	TV Households			
Union	7,300	6,500			
Venango	18,100	16,800			
Warren	13,200	12,100			
Washington	63,700	61,300			
Wayne	7,700	7,000			
Westmoreland	109,300	106,000			
Wyoming	4,700	4,400			
Pennsylvania Section	1,710,300	1,639,000			

Table 26

Total Households and TV Households in
Tennessee Section by Counties

County	Total Households	TV Households			
Anderson	18,800	17,500			
Bledsoe	1,800	1,500			
Blount	17,300	16,100			
Bradley	12,600	11,700			
Campbell	6,700	5,700			
Cannon	2,500	2,200			
Carter	12,100	11,000			
Claiborne	4,000	3,300			
Clay	1,600	1,400			
Cocke	6,800	5,900			
Coffee	9,800	9,100			
Cumberland	5,200	4,300			
DeKalb	3,200	2,800			
Fentress	3,000	2,400			
Franklin	7,600	6,800			
Grainger	3,500	2,900			
Greene	12,900	11,600			
Grundy	3,000	2,500			
Hamblen	11,800	10,600			
Hamilton	80,400	75,900			
Hancock	1,700	1,400			
Hawkins	8,800	7,700			
Jackson	2,200	1,800			
Jefferson	6,600	6,000			
Johnson	2,700	2,300			
Knox	83,900	78,400			
Loudon	7,400	6,900			
McMinn	10,500	9,600			
Macon	3,600	3,200			
Marion	6,000	5,500			
Meigs	1,100	1,000			
Monroe	5,900	5,100			
Morgan	3,100	2,700			
Overton	3,500	3,000			
Pickett	900	800			
Polk	3,000	2,700			
Putnam	8,500	7,600			
Rhea	4,500	4,000			
Roane	12,800	11,700			
Scott	3,500	2,800			
Sequatchie	1,700	1,500			
Sevier	7,300	6,400			
Smith	3,500	3,200			
Sullivan	37,900	35,700			
Unicoi	4,400	3,900			

Table 26 (Continued)

Total Households and TV Households in
Tennessee Section by Counties

County	Total Households	TV Households			
Van Buren	900	800			
Warren	7,400	6,900			
Washington	19,600	18,400			
White	4,700	4,100			
Tennessee Section	492,200	450,300			

Table 27

Total Households and TV Households in Virginia by Counties

County	Total Households	TV Households			
Allegheny	8,800	8,200			
Bath	1,300	1,200			
Bland	1,500	1,200			
Botetourt	5,100	4,800			
Buchanan	8,800	7,500			
Carroll	7,500	6,600			
Craig	1,000	900			
Dickenson	4,300	3,900			
Floyd	2,900	2,600			
Giles	4,500	4,200			
Grayson	7,000	6,300			
Highland	600	500			
Lee	5,300	4,600			
Pulaski	7,800	7,300			
Russell	6,700	5,900			
Scott	6,600	5,600			
Smyth	8,600	7,900			
Tazewell	12,300	11,200			
Washington	16,200	15,000			
Wise	11,700	10,400			
Wythe	6,100	5,500			
Virginia Section	134,600	121,300			

Table 28

Total Households and TV Households in
West Virginia by Counties

County	Total Households	TV Households
Barbour	3,400	3,100
Berkeley	10,700	10,200
Boone	6,500	6,100
Braxton	3,500	3,000
Brooke	8,600	8,400
Cabell	35,300	33,900
Calhoun	1,700	1,500
Clay	2,200	1,900
Doddridge	1,400	1,300
Fayette	13,300	12,400
Gilmer	1,700	,500
Grant	2,200	1,800
Greenbrier	8,600	7,700
Hampshire	3,100	2,600
Hancock	12,600	12,400
Hardy	2,200	1,800
Harrison	22,100	21,300
Jackson	5,800	5,500
Jefferson	5,500	5,100
Kanawha	77,700	74,300
Lewis	4,900	4,500
Lincoln	4,500	4,100
Logan	12,600	11,800
McDowell	13,500	12,100
Marion	18,200	17,200
Marshall	11,700	11,300
Mason	7,000	6,700
Mercer	18,200	16,900
Mineral	6,400	5,900
Mingo	9,200	8,300
Monongalia	15,000	13,800
Monroe	2,500	2,000
Morgan	2,600	2,400
Nicholas	6,100	5,600
Ohio	22,700	21,900
Pendleton	1,700	1,500
Pleasants	2,100	1,900
Pocahontas	2,300	1,700
Preston	6,400	5,800
Putnam	7,000	6,600
Raleigh	18,200	16,700
Randolph	6,200	5,500
Ritchie	2,700	2,300
Roane	3,600	3,200
Summers	3,600	3,000

Table 28 (Continued)

Total Households and TV Households in
West Virginia by Counties

County	Total Households	TV Households			
Taylor	3,800	3,400			
Rucker	1,600	1,400			
Tyler	2,700	2,500			
Upshur	4,800	4,300			
Wayne	10,900	10,200			
Webster	2,600	2,300			
Wetzel	5,300	5,000			
Wirt	900	800			
Wood	26,700	25,100			
Wyoming	7,900	7,000			
West Virginia Section	504,200	470,500			

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